

Message Text

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E. O. 11652: N/A
TAGS: BEXP, BE, CCP
SUBJECT: SECOND QUARTER REPORT ON COUNTRY COMMERCIAL PROGRAM

1. SUMMARY AND HIGHLIGHTS - TWO HIGHLY SUCCESSFUL TRADE EVENTS WERE HELD DURING QUARTER, NAMELY SMALL TRADE MISSION ON BUSINESS RELATED COMPUTERS AND SURPRISINGLY ANIMATED AND INTERESTING CATALOG SHOW AT INSTRURAMA. FOOD PACKAGING TRADE MISSION SCHEDULED FOR MAY WAS CANCELLED AND SARMA FORMALLY REQUESTED TO PARTICIPATE IN "IN-STORE" PROMOTION IN 1978. BI-LINGUAL TRAVEL BROCHURE WAS DRAFTED BY EMBASSY AND VISIT-USA COMMITTEE.

2. CAMPAIGN NO. 1 - COMPUTERS - TRADE MISSION PROVED PARTICULARLY SUCCESSFUL FOR FOUR PARTICIPATING FIRMS. EMBASSY IN COOPERATION WITH GHENT TRAVEL AGENCY IS PREPARING FBP TRIP TO DALLAS NATIONAL COMPUTER CONFERENCE AND HAS UNDERTAKEN MAILING TO 352 BUSINESS CONTACTS IN THIS FIELD.

3. CAMPAIGN NO. 2 - POLLUTION CONTROL - ON SCHEDULE.

4. CAMPAIGN NO. 3 - LABORATORY INSTRUMENTS - AHEAD OF SCHEDULE. INSTRURAMA CATALOG SHOW WAS MOST SUCCESSFUL WITH TOTAL ATTENDANCE OF 12,000 PROFESSIONAL VISITORS. WE RECEIVED 200 DETAILED TRADE INQUIRIES ON CATALOGS AND PREPARED APPROXIMATELY 90 TOS.

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5. CAMPAIGN NO. 4 - FOOD PACKAGING - ON SCHEDULE. TRADE MISSION PLANNED FOR MAY 9-11 HAS BEEN CANCELLED. INSTEAD OF PROMOTING ATTENDANCE AT FOOD AND DIARY EXPOSITION TO ANY MAJOR EXTENT, CONGEN ANTWERP PARTICIPATED IN JOINT PROMOTION WITH CONGEN ROTTERDAM OF NEW ORLEANS INTERNATIONAL FOOD PROCESSORS SHOW.

6. CAMPAIGN NO. 5 - CONSUMER GOODS. NO SHOPPING STREET PROMOTION WAS ORGANIZED IN QUARTER. EMBASSY ACTIVELY DEVELOPING GROUP TRIP TO NATIONAL RESTAURANT ASSOC. SHOW IN CHICAGO MAY 21-25 WHICH WAS NOT ON CCP SCHEDULE. TO SUBMISSIONS AHEAD OF SCHEDULE. WE ARE ALSO NOW NEGOTIATING WITH SARMA (J. C. PENNEY) FOR IN-STORE PROMOTION FOR JAN/JUNE 1978. EMBASSY SENT 17 BUSINESS VISITORS TO A/C, REFRIGERATION AND HEATING SHOW IN CHICAGO FEB. 1977.

7. CAMPAIGN NO. 6 - ELECTRONIC COMPONENTS - ON SCHEDULE EVEN THOUGH CAMPAIGN MANAGER WAS ABSENT FOR ENTIRE REPORTING PERIOD.

8. CAMPAIGN NO. 7 - VISIT USA - ON SCHEDULE. BECAUSE OF SPECIAL FUNDING MADE AVAILABLE BY USTS, EMBASSY AND VISIT USA COMMITTEE DRAFTED BROCHURE IN FRENCH AND DUTCH FOR BELGIUM MARKET ON US TRAVEL AND THOROUGHLY REVISED AND UPDATED PRIME AGENTS LISTS.

9. NON-CAMPAIGN INITIATIVES - ON SCHEDULE. ACTIVITIES 3 AND 4 RECEIVED MAJOR BOOSTS FROM PARALLEL CAMPAIGN ACTIVITIES DURING THIS PERIOD. COMMERCIAL UNIT IS NOW INSTALLED IN ITS NEW SUITE OF OFFICES AND MAJOR PORTION OF FILES HAVE BEEN REORGANIZED. STATE OFFICES WHICH EMBASSY ASSISTS AS APPROPRIATE NOW TOTAL 14 IN BRUSSELS. RENNER

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